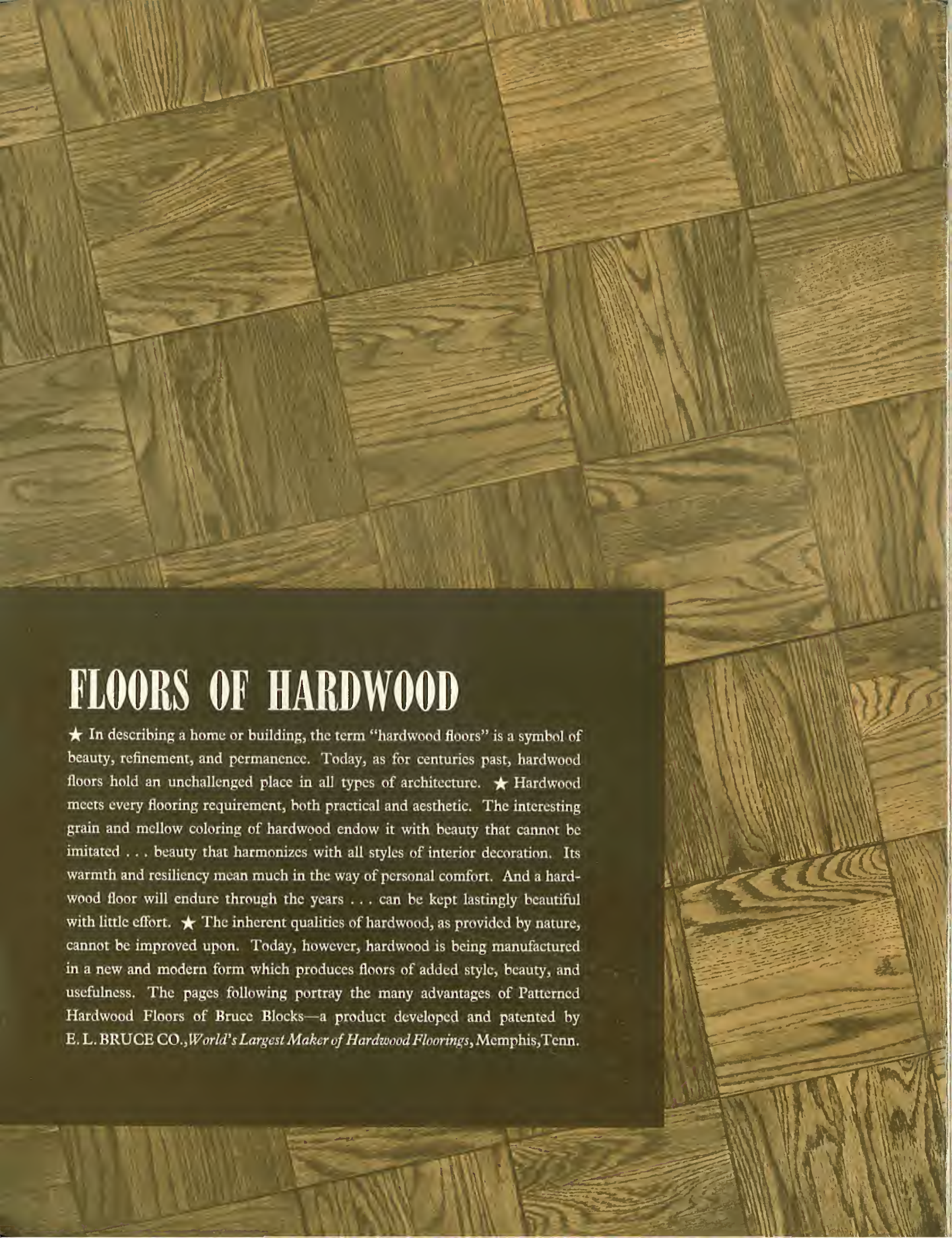


PATTERNED HARDWOOD FLOORS



FOR DISTINCTIVE DECORATION AND LASTING BEAUTY



FLOORS OF HARDWOOD

★ In describing a home or building, the term "hardwood floors" is a symbol of beauty, refinement, and permanence. Today, as for centuries past, hardwood floors hold an unchallenged place in all types of architecture. ★ Hardwood meets every flooring requirement, both practical and aesthetic. The interesting grain and mellow coloring of hardwood endow it with beauty that cannot be imitated . . . beauty that harmonizes with all styles of interior decoration. Its warmth and resiliency mean much in the way of personal comfort. And a hardwood floor will endure through the years . . . can be kept lastingly beautiful with little effort. ★ The inherent qualities of hardwood, as provided by nature, cannot be improved upon. Today, however, hardwood is being manufactured in a new and modern form which produces floors of added style, beauty, and usefulness. The pages following portray the many advantages of Patterned Hardwood Floors of Bruce Blocks—a product developed and patented by E. L. BRUCE CO., *World's Largest Maker of Hardwood Floorings*, Memphis, Tenn.

PATTERNED HARDWOOD FLOORS

HAVE AN ILLUSTRIOUS TRADITION

EARLY IN THE HISTORY OF ARCHITECTURE the floor became a medium of artistic expression. In ancient Greece and Rome mosaics of marble, porphyry and other materials were used in creating interesting patterns and scenes of many kinds. Particularly ornate were the floors of temples and baths. The early Byzantines and other civilizations adopted these classic floor designs, and many unusual examples are still to be found in historic structures and shrines of the Old World.

From these early mosaics evolved patterned floors of wood, which made their appearance as far back as the 14th century. The rather bizarre effects of the classic designs did not lend themselves to later architectural styles, so the wood floors were made in the simpler geometric patterns, such as squares and rectangles. Thus the patterned floor became the foundation for the general decorative scheme and a harmonious part of interior design, rather than a conspicuous independent detail.

The gayest courts of Europe danced upon floors of patterned hardwood, devout worshippers prayed upon them. They added splendor to the magnificent edifices of the Louis' of France. In pretentious homes and buildings in England, centuries old, can be seen numerous fine examples, still rich in dignity and beauty—sharing the glory of masterpieces in painting, sculpture and architecture.

Patterned Hardwood Floors truly have an illustrious tradition!



Design Hardwood Floor in Reception Room of the One Hundred Year Old Hluboka Castle, Central Bohemia

BRUCE PATTERNED HARDWOOD



BEAUTY

No other material can approach the natural beauty of wood. The varied and interesting grain, the rich coloring, the exquisite figure of a hardwood floor . . . these cannot be duplicated. The attempt to imitate the beauty of wood with substitute materials is a sincere compliment to wood, but a useless effort. Once having created a pattern, nature herself cannot reproduce it—every piece of wood has its individual characteristics. There is no duplication, no monotony in a hardwood floor.

In Patterned Hardwood Floors all these inherent qualities, which have endeared the beauty of wood to generation after generation, are retained. To them there is added the simple beauty of the block design, bringing distinction and character to hardwood floors. The final touch of charm is provided by the deep lustrous finish of Bruce Finished Blocks. Thus the natural beauty of hardwood is enhanced in a rich new setting.



DISTINCTIVE DECORATION

Bruce Finished Blocks possess all the requisites for an ideal decorative material. Strikingly distinctive and unusual in appearance, they give style to floors and enhance the beauty of interiors. And yet a Patterned Hardwood Floor does not focus undue emphasis upon itself or dominate a room; it blends harmoniously with furnishings and design.

The use of Patterned Hardwood Floors is not restricted to just a few styles or motifs, as with many modern decorative materials. They are in perfect accord with almost every architectural type and every room decoration scheme.

Since Bruce Finished Blocks are completely finished at the Bruce Plants the owner can choose a shade of finish to suit his purposes, knowing for certain that the completed floor will have the exact tone he wants. There is no guesswork as in the case of ordinary floors finished on the job.



WARMTH—QUIET

In addition to seeking artistic qualities in the materials used in our homes and buildings, the importance of comfort should not be overlooked. So far as floors are concerned, comfort means two things: warmth and quiet.

Warmth is essential in a floor, not only for comfort's sake but for that of health. Many colds can be traced to feet chilled as the result of a floor that is not warm. The high heat-insulating value of a hardwood floor is well known, hardwood floors having been proved, by actual test, to be fully eight degrees warmer in winter than composition floors. Rooms with hardwood floors are therefore easier and less expensive to heat.

Noise is the enemy of healthy nerves. Hard, unyielding floors on which heels click and clatter are intolerable. The natural resiliency of a Bruce Block Floor makes it quiet and sound absorbing. Particularly quiet are Blocks laid in mastic, because the layer of mastic helps muffle noise.

Has Every Quality of an Ideal Floor

SUPERIOR FINISH

Two factors are responsible for the superior finish on Bruce Blocks—the high quality finishing materials used and the exacting manner in which they are applied. These materials were developed in Bruce laboratories, specifically for hardwood floors. Under carefully controlled atmospheric conditions they are applied to the Blocks and are rubbed in, buffed and polished by special machines. When a Bruce Block ends its long journey down the finishing lines it has the finest finish ever given hardwood flooring.



EASY MAINTENANCE

The superb finish applied on Bruce Finished Blocks penetrates deep into the pores of the wood and seals them against the ingress of dust and grime. This finish will not crack or peel, because it is *in* the wood and not just a thin film on the surface. The top coating of floor wax of unusual durability (*Bruce Tuf-Lustre*) further protects the wood and the finish.

Therefore, maintenance of a Bruce Finished Block Floor is both easy and economical. All that is necessary is regular sweepings with a dry dust mop and occasional treatments with floor polish. Cleaning and waxing the floor once or twice a year also help to preserve its original beauty.



DURABILITY

"A hardwood floor will usually last the lifetime of the building in which it is installed." This simple statement eloquently testifies to the durability of a Bruce Block Floor. These patented Blocks are fabricated from regular full-thickness hardwood strip flooring, firmly fastened together with steel splines, and have interlocking tongues and grooves. The heavy-duty finish protects their surface from wear. Whether they are nailed over wood sub-floors or laid in mastic over concrete, the result is a floor that will remain beautiful and satisfactory for years to come.



A WORD ABOUT COST

The many advantages of Patterned Hardwood Floors would justify paying a high premium for this type of flooring. Fortunately, that is not necessary. If the cost is any higher than that of an ordinary floor, it is usually no more than a few dollars per room. Furthermore, homeowners ordinarily use only small scatter rugs on their Patterned Hardwood Floors, instead of large floor coverings, thereby realizing a substantial saving.

In a Patterned Hardwood Floor, the lower priced grades of flooring may be used without sacrificing beauty. For example, many prefer the natural beauty of the economical "Arabesque" Grade—even for the most expensive interiors. The cost of a Bruce Finished Block Floor is a relatively small part of the total cost of a structure—yet adds so much to its appearance and value.





PATTERNED HARDWOOD

Imagine your rooms with floors that have no character or style. An ordinary floor gives a blank impression—adds nothing to room beauty or decorative effects.

The floor is the foundation for the beauty of rooms. All the charm and atmosphere of an interior must be built upon this foundation. If a room has ordinary floors, drab and colorless, they add nothing to the general effect. If, at the other extreme, they are ornate and bizarre, they focus attention upon themselves and detract from the decorative unity of the room. The perfect floor, from a decorative viewpoint, is one that is inherently beautiful and harmonizes with interior design and furnishings.

Patterned Hardwood Floors of Bruce Finished Blocks meet all these requirements. They have all the rich, natural beauty of hardwood—warm coloring, interesting grain, depth of figure—plus the unique beauty of the block design. The slight bevel between the Blocks forms shadow lines that accentuate the patterned effect. Though distinctive and unusual, a Bruce Block Floor is not unduly conspicuous. It blends perfectly with furnishings and interior architecture and becomes part of the decorative scheme, enhancing the beauty of the entire room.

Enhances the Beauty of Rooms



Then picture how Patterned Hardwood Floors can help to decorate your rooms—providing a rich setting that harmonizes with furnishings and interior design.



The perfect adaptability of Patterned Hardwood Floors to different situations is admirably demonstrated by the photographs on these pages. For example, notice in the circle below how Bruce Finished Blocks of two different shades have been used to match a modernistic setting. The interiors pictured are just a few of the thousands of decorative designs in which Patterned Hardwood Floors are "at home."

PATTERNED HARDWOOD HARMONIZES





WITH ANY STYLE OF ROOM DESIGN

This charming dining nook, created by one of America's foremost authorities on interior decoration, illustrates the suitability of Patterned Hardwood Floors for Colonial interiors. Every detail in this room blends to produce the single desired effect. Few types of flooring could so perfectly complete this warm, hospitable atmosphere.

Whether it be a colonial living room, simple and friendly and warm, or a modernistic bed room, brilliant with chromium and glass, Patterned Hardwood harmonizes. This versatile flooring, architects and interior decorators agree, can be used as the foundation for any style of room design.

The variety of woods, grades and finishes in which Bruce Finished Blocks are available gives the owner an opportunity to create any effect desired and to provide an appropriate background for furnishings. A few of the many possibilities are suggested by the pictures in this book.

Some patterns, grades and finishes, of course, are especially adapted to particular decoration schemes. However, because of the tasteful simplicity of the block design and the rich beauty of hardwood, almost any Patterned Hardwood Floor can be selected for a room with confidence that it will harmonize and be in good taste.

An ordinary floor in this unusual room would require large carpets or rugs in order to keep it from looking bare and uninteresting, and to place it in harmony with the furnishings. There is no need to cover this Bruce Finished Block Floor—the gleaming expanse of polished patterned hardwood leaves nothing to be desired. Homeowners are usually so proud of floors like this that they do not want to hide their beauty.



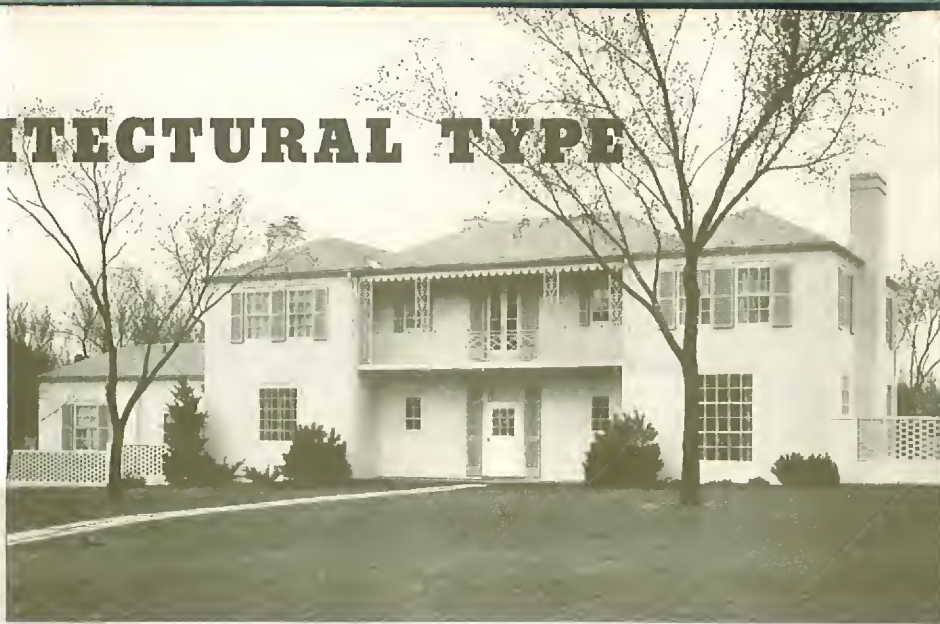
PATTERNED HARDWOOD FLOORS



Architects have always admired design hardwood floors. But until the advent of the Bruce Finished Block they were able to use them in only the more expensive homes. The architectural editor of the country's leading home magazine writes: "I have been greatly pleased with the development of Bruce Block Flooring, because it brings to the architect an economical and very flexible decorative material."



FIT EVERY ARCHITECTURAL TYPE



Specifications by leading architects prove the suitability of Patterned Hardwood Floors for almost every architectural type. The wide choice of woods and grades enables the builder to achieve perfect harmony of floors with design. For example, "Arabesque" Oak, with its colorful grain and interesting irregularities is widely used for Colonial and informal types; while the clearer grades of Plain or Quartered Oak are usually preferred for more formal houses. Patterns of light and dark finished Oak, or of Oak and Walnut combined, fit modernistic styles perfectly.

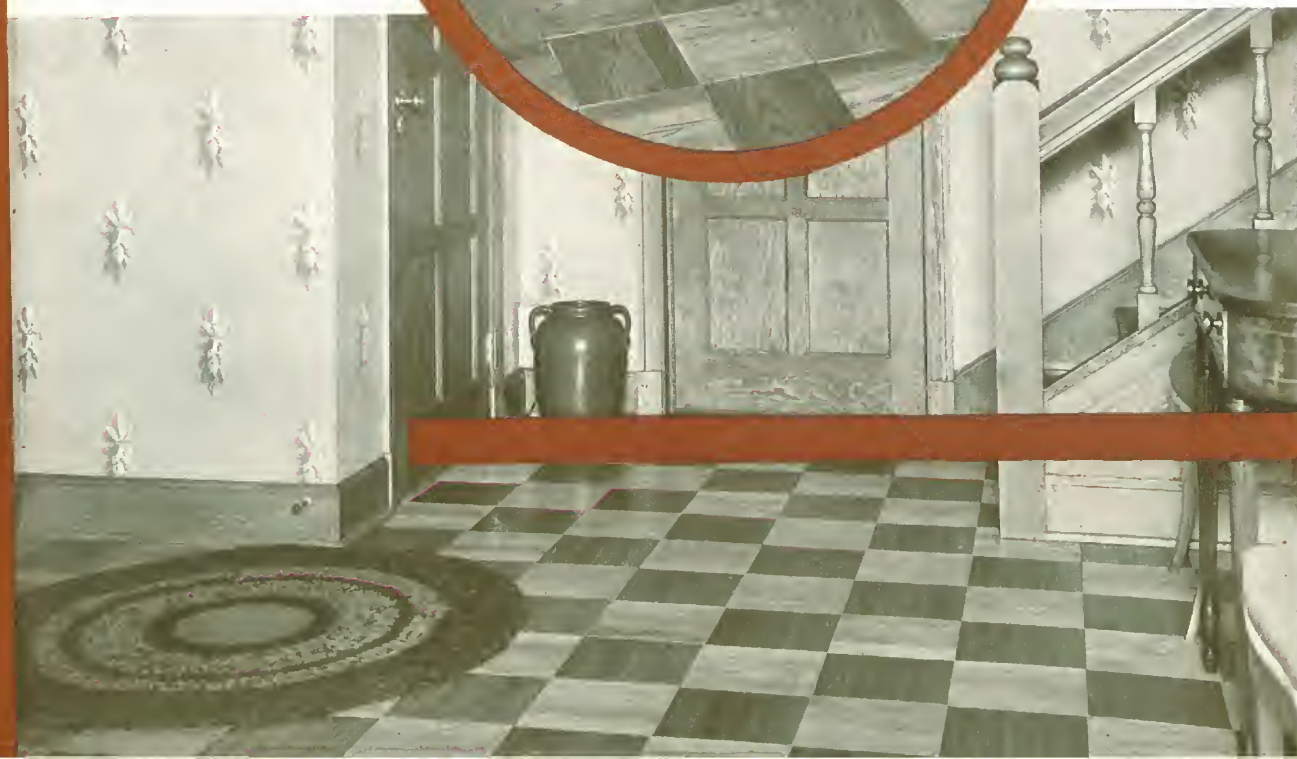
Throughout the country architects are specifying Bruce Finished Blocks for homes of every architectural style. A Patterned Hardwood Floor is one of those extra touches that immediately mark a house as individually planned.





How will Bruce Block Floors wear? The following statements from letters written by owners will answer that important question: "Your floors have been most satisfactory and are in excellent shape after eight years' usage." * "Our floor seems to grow more beautiful each year." * "The floor has been in continuous use for at least ten years and is still perfect." * "The finish shows up the same as the day the Bruce Block floor was laid."

And a prominent architect writes, "Do not hesitate to call on me at any time for a recommendation of Bruce Block Flooring. We have used it on hundreds of jobs, and it has been tested severely."





*Today, in thousands of homes throughout the country,
Patterned Hardwood Floors of Bruce Finished Blocks
are meeting every demand for distinctive beauty,
long life and easy maintenance.*

BRUCE BLOCKS OFF



OAK (Clear Quartered White)—LIGHT FINISH



OAK (No. 1 Common Red)—MEDIUM FINISH



OAK ("Arabesque" Grade)—DARK FINISH



OAK (Select White)—ALTERNATE LIGHT AND

WOODS—OAK—(White or Red)—The most universally popular of all hardwoods for floors, offering an ideal combination of beauty and durability. MAPLE, BEECH—These two similar close-grained woods are particularly recommended for floors receiving unusual wear, such as schools, ballrooms, shops, etc. WALNUT—Highly prized for its rich, deep color and exquisite figure; yet very durable. Used in many fine homes and private offices. **SIZES**—All Blocks pictured in this booklet are the popular 9"x9" size. Blocks are also available in 6 $\frac{3}{4}$ "x6 $\frac{3}{4}$ ", 7 $\frac{1}{2}$ "x7 $\frac{1}{2}$ " and 11 $\frac{1}{4}$ "x11 $\frac{1}{4}$ " sizes. Standard thickness is $\frac{25}{32}$ ", but $\frac{1}{2}$ " and $\frac{33}{32}$ " Blocks can also be furnished.

FINISHES—Bruce Finished Blocks are complete even to waxing and polishing (See next page). finished Light, Medium or Dark—as specified. An are finished only in their natural shades. An Finished Block is the beveled edges, which form and emphasize the patterned design. *UNFIN Blocks in any of the woods, grades, and sizes li ished, to be finished after installation. Unfinish with square edges (unbeveled) as illustrated by

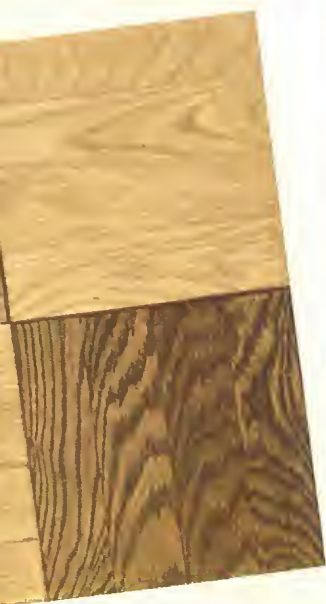
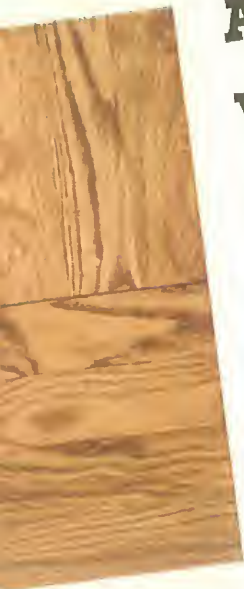
*All the floor sections pictured are composed of Bruce except the Maple which was finished by regular n.

ER

A WIDE CHOICE OF WOODS, GRADES AND FINISHES

Manufactured in Oak, Maple, Beech and Walnut—in all standard flooring grades—Bruce Blocks offer almost unlimited choice from the standpoint of purpose, decorative effect and cost. The sections on this page, reproduced in natural colors, are representative of the different woods, grades and finishes. They portray the inimitable beauty of Patterned Hardwood Floors, but should not be considered as samples. Because of the interesting and infinite variations in the figure and color of wood, no two Blocks ever look exactly alike.

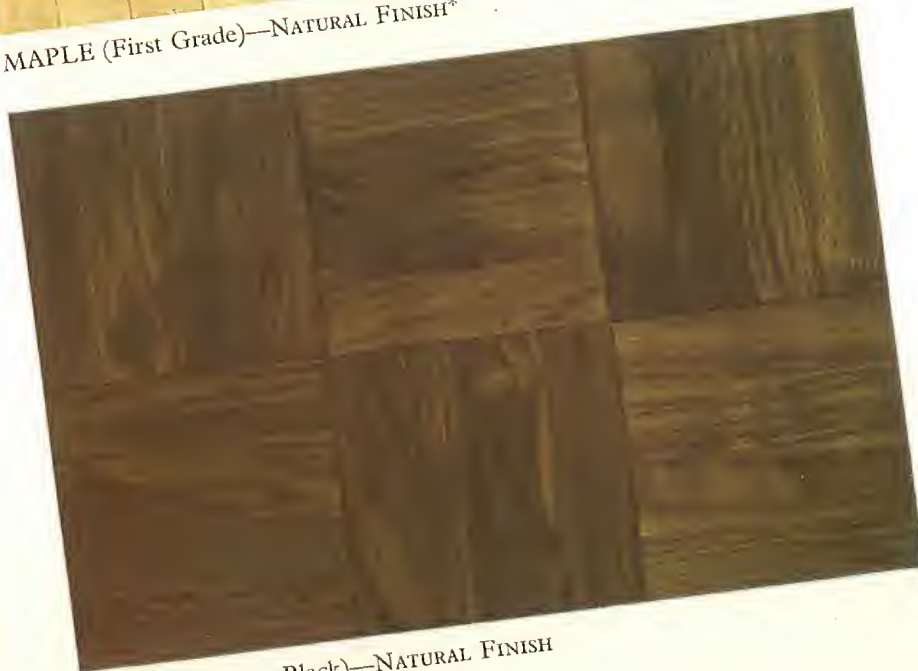
(Pictured on Front Cover: Clear Plain Red Oak—Medium Finish)



DARK FINISH



MAPLE (First Grade)—NATURAL FINISH*



WALNUT (First Black)—NATURAL FINISH

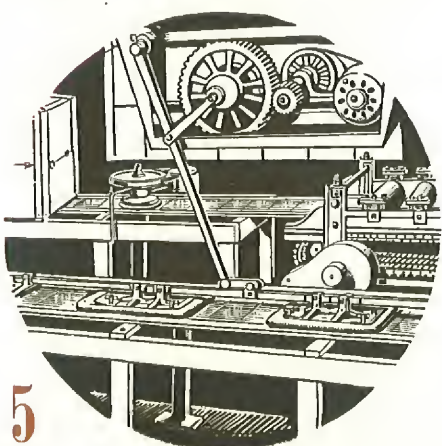
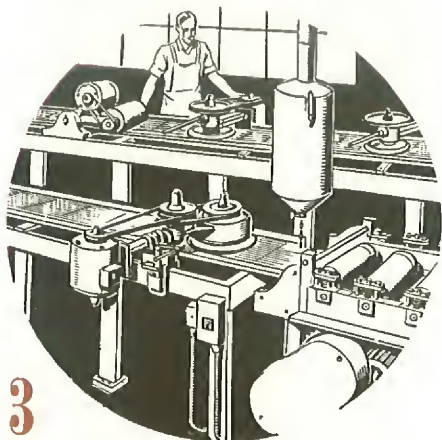
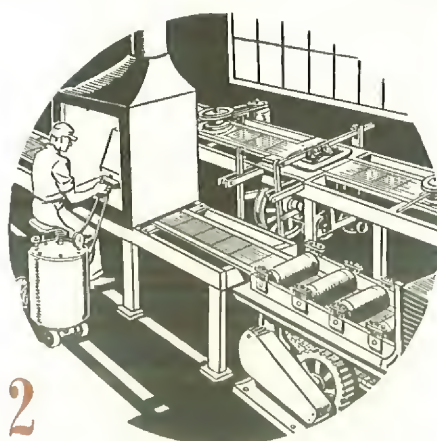
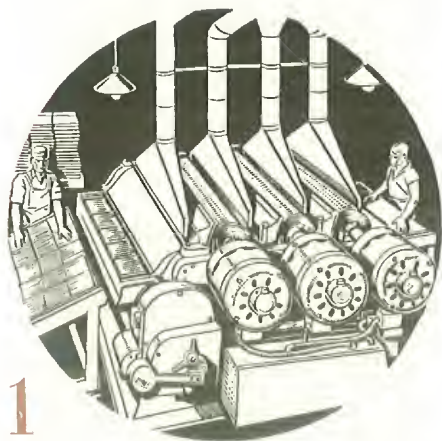
ately finished by machine,
ak, in any grade, can be
Maple, Beech and Walnut
dded feature of the Bruce
small V-joints in the floor
ISHED BLOCKS—Bruce
sted can be obtained *unfin-*
ed Blocks are manufactured
the section of Maple Blocks.

Finished Blocks (factory-finished),
ethods used after installation.

FINISHED BY NEW BRUCE METHOD

Complete Finishing at Factory Assures Beauty and Durability

Tested finishing materials, controlled atmospheric conditions, and specially designed machines give Bruce Finished Blocks the most uniform and dependable surface that hardwood flooring has ever had.



1 SANDING

First, the Blocks are sanded to proper smoothness on a machine of the type used on fine furniture parts. No other method could give such a uniform surface.

2 FILLING

Next, a paste wood filler is pressure-applied, rubbed in, and buffed by machine. If the Blocks are to be finished in a Medium or Dark shade, a stain of highest quality is added to the filler.

3 FINISHING

A penetrating-seal type of finish (*Bruce Floor Finish*) recommended by both hardwood flooring associations is used exclusively. This finish is imbedded in the wood and will not crack or peel like ordinary surface finishes.

4 DRYING

Temperature and humidity conditions are accurately controlled and finishing materials are allowed to dry and set thoroughly between each operation. This solves a problem which causes so many failures in finishing on the job.

5 WAXING

This important operation brings out the full beauty of the wood and protects the finish. After the application of *Bruce Tuf-Lustre*, a wax far more durable than regular floor wax, each Block passes through a series of five buffing and polishing machines.

6 PACKAGING

The last step in the factory insures Bruce Finished Blocks reaching their destinations in perfect condition. After a final inspection, they are packaged in sealed cartons and are then ready for delivery and installation.

EASY TO INSTALL

NAILING OVER WOOD SUBFLOOR

Any capable floor layer can easily install Bruce Blocks by following the complete instructions contained in the Installation Manual for Block Floors issued by E. L. Bruce Co. No special experience or extra equipment is required. Over wood subfloors or old wood floors, Blocks are blind-nailed like ordinary strip flooring. Blocks to be installed by nailing are furnished with drilled nail holes which facilitate laying and prevent splitting of tongues and grooves. Thus it is now possible for homes and buildings in large and small communities alike to possess the beauty and other advantages of design hardwood floors—once very complicated and expensive to lay.



LAYING IN MASTIC OVER CONCRETE

Over concrete, steel, or similar surfaces, Bruce Blocks can be laid in mastic (*Everbond*) without the use of screeds or wood subfloor. This effects a large saving in new construction costs, particularly in the case of buildings several stories in height. It also provides a quiet, cushioned floor which is practically fire-resistant because there is no air-space underneath. Such a floor is very solid and durable as the Blocks, with tongues and grooves tightly interlocked, are held firmly to the subfloor by the layer of mastic. This method of application makes it practical and economical to use Patterned Hardwood Floors in modern, firesafe construction.



LAYING OVER OLD FLOORS

Bruce Finished Blocks are particularly adapted to modernization work. Because they are factory-finished, the floor is ready to use as soon as the Blocks are laid. The noisy, dusty sanding and finishing operations are eliminated, and a completed Patterned Hardwood Floor can be installed in as little as a few hours' time. On modernization jobs, Bruce Blocks can be installed either by nailing or by laying in mastic, depending on the type of old floor.



PATTERNED HARDWOOD FLOORS

People like to do business amid pleasant surroundings. Attractive store fronts, striking window displays—attract attention and build patronage. Distinctive and modern business interiors inspire confidence, create good will, and help sales.

MODERNIZE

Throughout the country business men are “dressing up” offices and stores by replacing nondescript, ordinary flooring with Patterned Hardwood Floors of Bruce Finished Blocks. No other single improvement can add so much distinction—so much modernness to a business interior. Look at the office in the circle on this page. Then see, in the photograph above it, what a complete transformation a Bruce Block Floor has brought about.

Fortunately, a store or office can be refloored with Bruce Finished Blocks while “business goes on as usual,” without disrupting routine



LEND DISTINCTION TO BUSINESS INTERIORS



—as shown in the installation picture on this page. Because they are completely finished at the factory and are ready to use as soon as they are laid, and because they can quickly be laid over old wood floors or concrete, Bruce Finished Blocks can be installed during working hours, overnight, or over a week-end.

FLOORS STAND WEAR

A commercial floor takes lots of punishment. Daily it is subjected to wear from thousands of feet. The heavy-duty penetrating-seal finish applied on Bruce Finished Blocks at the factory stands up ideally under such conditions. An executive of one of the country's leading department stores, which has three entire floors of Bruce Finished Blocks, writes, "After months of hard wear, their appearance is unchanged, and the amount of attention necessary to keep them so has been practically nil."

A progressive, distinctive setting for the transaction of business and the display of merchandise is provided by Patterned Hardwood Floors.





**... MEET THE
NEEDS OF SCHOOLS,
HOSPITALS, OTHER
INSTITUTIONS**

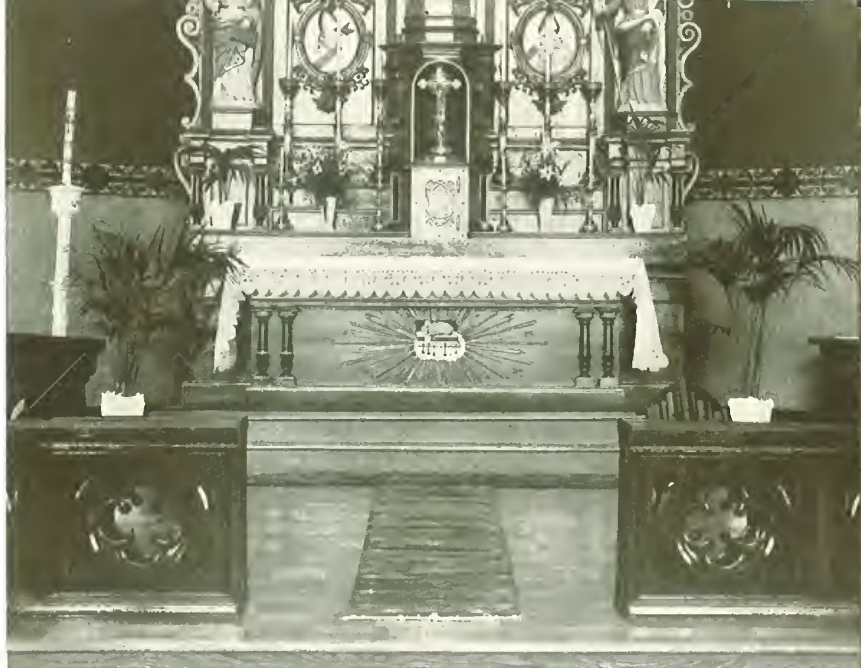
Institutional buildings, more than any other type, demand a versatile floor. Heavy traffic on floors of schools, hospitals and churches makes durability and easy maintenance the first requisites. Yet, obviously, beauty and cheerfulness must not be sacrificed. These floors must be comfortable, which means they must be warm, resilient and quiet. They must be safe—non-slippery, smooth, sanitary and fire-resistant. And yet, fulfilling all these demands, they must not be costly.

Bruce Blocks meet every one of these requirements. First, initial economy: Bruce Blocks can be laid in mastic direct over concrete, eliminating the cost of clips, sleepers, fills and



wood sub-floors, thus reducing floor load and saving about 2½" in height per story. This combined saving often makes a Bruce Block Floor cost even less than an ordinary floor.

In addition, mastic-laid Blocks provide a fire-resistant floor, as there is no air space beneath to support combustion. This lack of dead air space, aided by the cushion of mastic, results in an extremely quiet floor—equally necessary for schools, churches or hospitals. Many school architects and



officials, in particular, have realized the advantages of mastic-laid Block floors and in some cities this type of floor construction is standard. For classroom and gymnasium floors, Bruce Blocks are considered ideal.

Cleanliness and ease of maintenance are important, both for hospitals and schools. Bruce Blocks are easily and economically maintained, and tests made in hospitals have proved a properly cleaned Bruce Block Floor to be absolutely sterile, or free from germs.

The adaptability of Bruce Block Floors to modern construction and to the varied needs of institutions has resulted in their widespread use in this exacting field.





. . . YET RISE TO THE CALL



When the sun goes down and top hats and evening clothes appear—Bruce Blocks always get a “bid.” In fashionable night clubs, cocktail lounges, hotel dining rooms, ballrooms—wherever there is gaiety—Patterned Hardwood Floors lend glamour and sophistication to the scene.

Velvety smooth, and easy to keep that way, Bruce Blocks make an ideal floor for dancing. And with a wide variety of woods, grades and finishes to choose from, an infinite number of individual patterns may be worked out for dance floors. Hotel and club managers everywhere are finding that this distinctive flooring contributes much to the “atmosphere” that is their biggest asset.

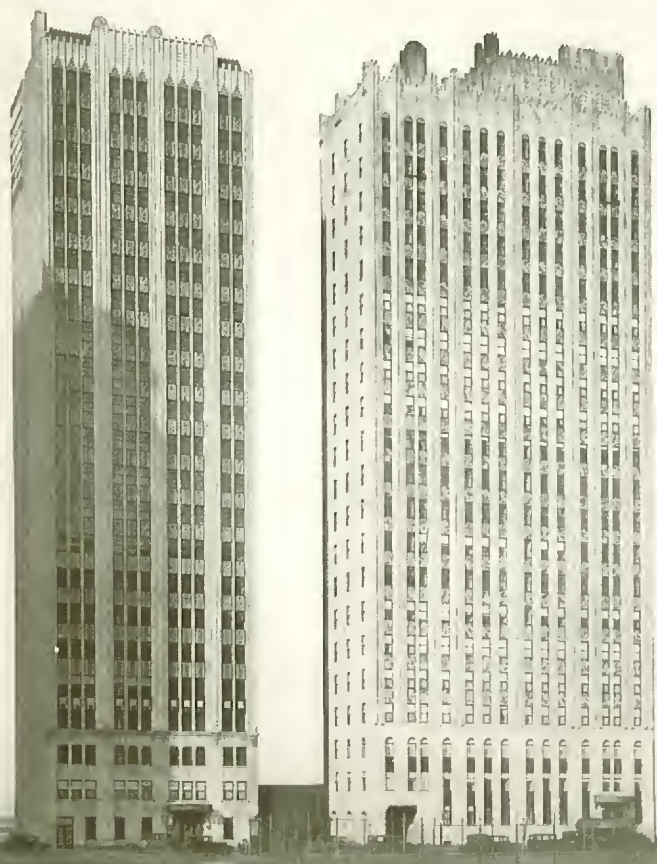




FOR SPARKLE . . . SWANK



... AND THE DEMAND FOR RELIABLE

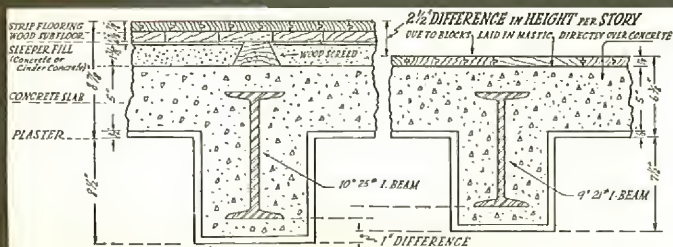


When floor areas run into thousands or hundreds of thousands of feet, the proper selection of floors becomes a momentous decision. And one of the greatest recommendations that can be given Bruce Blocks is that they have been used in so many large, modern apartments, public buildings, housing projects, plants, etc. In one structure alone, over two million feet were used. In the housing development pictured on the facing page, all 1388 apartments were floored with Bruce Blocks. A large eastern industrial concern writes: "The measure of our satisfaction with Bruce Block Floors can best be judged by the fact that since the first installation, made about seven years ago, subsequent installations totaling approximately one-half million feet have been made and we expect to install a considerable amount this year."

MANY ADVANTAGES


Why have Bruce Blocks been chosen for so many outstanding buildings of this type, designed by the country's leading architects? Because, more than any other flooring, they offer the ideal combination of economy, durability, beauty, plus other features such as warmth, resilience, easy maintenance.

One very important factor is that Bruce Blocks are particularly adapted to modern construction. They can be laid in mastic directly over concrete, resulting in the following advantages over ordinary types of floor construction: (1) As shown in the diagram below, there is a substantial saving in the material and labor cost through elimination of wood sub-floor, screeds, cinder fill, clips, etc.; a saving in construction due to lightened floor load; and a saving in building height without loss of head-room. This combined saving often equals the entire cost of the finished floor. (2) Fire hazard is less since there is no air space underneath the Blocks. (3) Bruce Blocks, cushioned by the bed of mastic, provide a very quiet and comfortable floor.



An aerial photograph of the Hillside Housing Development in the Bronx, New York. The image shows a dense cluster of multi-story apartment buildings, known as Bruce Blocks, arranged in a grid-like pattern. The buildings are light-colored with many windows. A river or canal runs through the lower right portion of the image. In the upper left, there's a darker area that might be a park or undeveloped land. A red banner at the top contains the text "AND ENDURING SERVICE".

AND ENDURING SERVICE

A circular inset in the bottom right corner of the page. It shows a close-up, top-down view of the floor slabs of the Bruce Blocks. The slabs are arranged in a grid pattern, separated by expansion joints. The surface of the slabs appears slightly textured and weathered.

*Aerial view of Hillside Housing Development, Bronx, N. Y.
55,000 feet of Bruce Blocks were used in 1388 apartments.*

BRUCE BLOCK FLOORS CHOSEN FOR ECONOMY, DURABILITY, AND BEAUTY

YOU CAN DEPEND ON

FLOOR FINISHES

Realizing that the beauty and durability of hardwood floors depend on proper finishing, E. L. Bruce Co. has devoted years to research and experimentation in floor finishing and maintenance materials and methods. As a result, Bruce Floor Finishes and the "Bruce Way" Method have been developed and are used at the factory to secure the superior surface on Bruce Finished Blocks. These materials are also distributed through retail outlets and widely used in finishing, refinishing and maintaining hardwood floors of all types. Bruce Floor Finish is specifically recommended by the two hardwood flooring associations—NOFMA and MFMA.

HARDWOOD STRIP FLOORING

For over a quarter of a century E. L. Bruce Co. has been producing strip hardwood flooring. With modern plants in six locations manufacturing Red Oak, White Oak, Beech and Maple, this company is the largest maker of hardwood flooring in the world. The broad experience gained, both at the mills and through contact with the construction industry, has established Bruce Strip Flooring as the standard of quality and uniformity. Made in all accepted sizes and grades, it is carefully selected, and manufactured. Every piece of Bruce Oak Strip Flooring is accurately graded in accordance with the rules of the National Oak Flooring Manufacturers Association. Bruce Northern Hard Maple Strip Flooring carries the Maple Flooring Manufacturers Association stamp of approval.

SOLID OAK FLOOR PLANKS

Years ago, in the "handcraft era," floors were built of solid oak planks, rough hewn and varying in widths and lengths. Such floors characterize the architecture of Renaissance Italy, France and Spain, Elizabethan England and Colonial America. Today, Bruce Solid Oak Planks adapt this historical flooring to the modern home. Bruce Planks are available in White Oak or Red Oak (Plain or Quarter Sawn) in 4, 5, 6, 7 and 8-inch widths, with close-fitting tongues and grooves on both sides and ends. They can be obtained with beveled edges or with square edges, and may be laid in any of several authentic styles.

CEDA'LINE

Bruce Ceda'line is cedar closet lining manufactured from heartwood of Tennessee Aromatic Red Cedar, a wood which imparts an odor pleasing to humans but repellent to moths. With this beautiful material, closets can easily and inexpensively be made into spacious, moth-deterrent cedar chests. Any carpenter can install Ceda'line in old or new homes. Ceda'line is produced on special machines in tongued-and-grooved form. It is $\frac{3}{8}$ " thick and there are three widths (2", $2\frac{1}{2}$ ", $3\frac{1}{4}$ "). Each strip is end-matched so that it will provide a strong and dust-proof closet. Cedar lumber is available for making shelves, drawers, and special compartments in closets.

ALSO MANUFACTURED BY E. L. BRUCE CO.

- YELLOW PINE (Yard and Shed Stock, Timbers)
- SOUTHERN HARDWOODS (Air-Dried or Kiln-Dried)
- HARDWOOD TRIM (Mouldings, Stair Treads, Risers, Finish, etc.)
- EVERBOND (Asphalt Mastic for Floor Installations)
- HARDWOOD DIMENSION (Single-Piece, Glued-up or Moulded-to-Pattern)
- TERMINIX ("Bonded Termite Insulation" for Protection of Erected Structures)



HARDWOOD STRIP FLOORING



SOLID OAK FLOOR PLANKS



CEDA'LINE

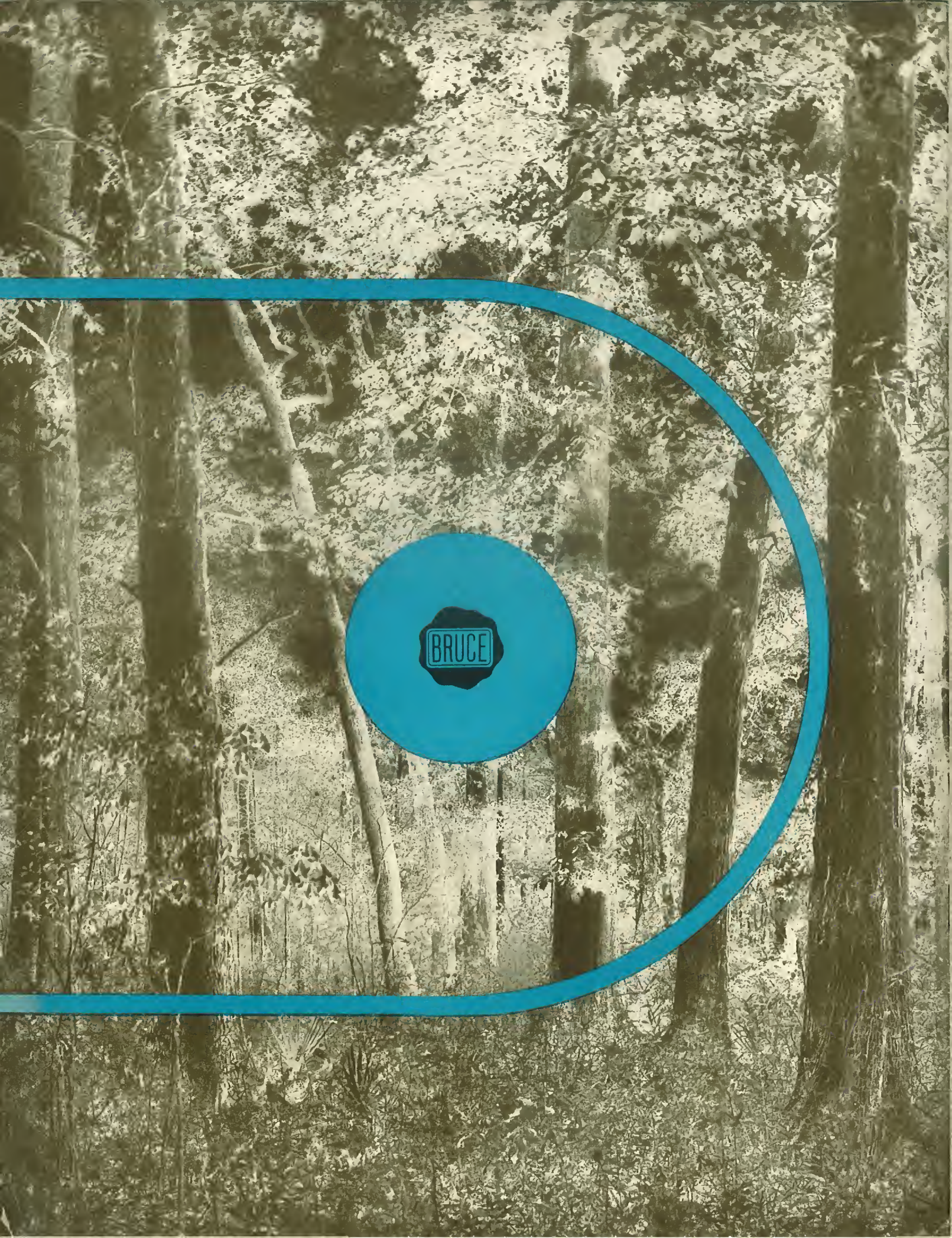
THE QUALITY OF ALL BRUCE PRODUCTS

DO YOU WANT FURTHER INFORMATION?

You are invited to write us for further information on Bruce Block Floors and other Bruce Products. As manufacturers, we sell only through regular retail outlets and are therefore not in a position to quote you prices direct. However, if you will furnish us the name of a lumber dealer in your vicinity, we will make certain that he has complete price information to pass on to you. You are cautioned to insist that the materials you purchase are manufactured by Bruce. Our position as the world's largest maker of hardwood floorings proves that architects, interior decorators, contractors, dealers, and builders prefer Bruce Products to all other brands. The Bruce trade-mark is your protection in the important matter of selecting building materials which will last and retain their beauty for years to come. Look for it when you buy flooring or lumber products.

E. L. BRUCE CO.

MEMPHIS, TENNESSEE



BRUCE